Job Description

Head of Communications

Reporting to: Deputy CEO

Responsible for: Communications Officer

Purpose of the Role

The Head of Communications is a strategic role on the Senior Leadership Team, with responsibility for leading external and internal communications strategy, delivery, and budget. The role is based within the Fundraising and Communications team, and delivers essential support across fundraising, membership, food, volunteering, and employability. The role also sits within our People and Culture function, uniting and connecting diverse teams across multiple sites.

This is an exciting time for the charity, with a new hub opening shortly in Plymouth, a major expansion in Bristol in 2027, and a forthcoming rebrand. The post-holder will play a central role in these developments and will have the opportunity to help shape our identity, our public profile, and our culture.

Key Responsibilities

- Develop and implement communications strategies across digital and print and owned/earned/paid/shared channels to support our long-term growth plans
- Develop FareShare South West's brand identity, brand positioning and reach
- Build a comms culture among staff, providing relevant training and materials to enable efficient, confident, and proactive comms across all teams in all locations
- Be a trusted leader for the communication needs of different departments, identifying and fulfilling their comms needs and providing training as required
- Build and develop relationships with communications contacts at our network partner, Felix, and other key partners across food, poverty, employability, and climate action networks
- Contribute to and deliver the internal communications and culture strategy, supporting team cohesion, morale, engagement and retention
- Manage the Communications Officer (CO), supporting them to own content creation, delivery, monitoring and evaluation, and to manage interns, volunteers and pro bono contractors
- Proactively look for new, innovative ways to improve our communications channels, processes, and systems
- Lead on the development and regular review of relevant digital policies and procedures, including GDPR, media, social media, accessibility and other website requirements
- Write bimonthly communications reports for the Board of Trustees
- Lead on local and national media opportunities, including briefing and speaker training, supported by the CO and our national partner Felix
- Lead on communications planning and delivery for events, supported by the CO

- Be a passionate representative and advocate of FareShare South West to all our internal and external stakeholders
- Occasionally represent of FSSW at events, including travel to other locations